

HEADLINES

Volume 1, Issue 1

September/
October 2000



WIC Works Headlines is published bi-monthly by the Food and Nutrition Information Center in conjunction with the Food and Nutrition Service (FNS), USDA.

To contribute to WIC Works Headlines contact:
jschneid@nal.usda.gov

Inside this issue:

Bright Idea from MA	2
Did you know about SIDS	2
Coming Events at NAWD	2



WIC Works First Newsletter

Have you seen the new WIC Works Resource System? If you haven't seen the web site take a look:

www.nal.usda.gov/wicworks

We will be sending this bi-monthly newsletter to highlight changes on the web site. We will also highlight various events or happenings that we think you'll find interesting.

The Bright Idea section will showcase a different web site in each issue; one that we feel offers ideas that you might benefit from. It may be a State WIC site or it may be from another agency, either way we hope you'll find it helpful and interesting. The WIC Works Resource

System has made a lot of changes lately. The full text document of "Bright Futures for WIC Nutrition Services" is available in an easy downloadable format. Look under the "What's New" section of the web site. Remember, this is a good place to visit often to see what is new at WIC Works.

Check out the information on Food Safety in WIC Works "Links and Resources" section. Here you'll also find a listing of conferences and meetings, folic acid information, and links to other maternal and child health organizations.

Sounds good so far? You can help us make WIC Works even better. Let us know what you have to contribute, what you feel is missing or what you would like to see. Contact us at:

Food & Nutrition
Information Center
10301 Baltimore Ave.
Room 304
Beltsville, MD 20705
jschneid@nal.usda.gov
301-504-5414

We hope to make information on the world wide web easily accessible to the local WIC staff. Please help us reach our goal.

Highlights from SNE

The Society for Nutrition Education 33rd Annual Meeting took place in beautiful downtown Charleston, S.C. on July 22-26, 2000.

The emphasis this year, "Marketing and Communication Strategies for the New Millennium" was appropriate

and well received as we strive to use the fast-paced world of technology to spread our nutrition messages. The conference featured sessions on marketing nutrition education and designing, evaluating and marketing web sites.

WIC professionals may have

found that the session "Fanning the Flames of Creativity: Transforming WIC for the New Millennium" echoed many of the themes of the conference in a fun and interactive forum.

Kudos to all involved in organizing this conference!

BRIGHT IDEA

Hats off to Massachusetts WIC for producing a wonderful new web site. You must see this informative site soon at <http://www.wictlc.com/index.html>.

The site features four different areas; the office, the library, the media center and the conference room.

According to a statement on the site: "The purpose of Training Web is to enable staff of Massachusetts WIC to access TLC's training resources, communicate with other WIC staff, and learn to use the Internet for research, document management, and communication".

The site also includes a calendar of local training opportunities and events going on in Massachusetts.

What a great example they have set with this site. We encourage all States to try their hand at developing such innovative and exciting web sites!

Did you know...



Parents are not following the advice of health care providers. A survey by the Consumer Product Safety Commission found that only 43% of parents follow the recommendation of putting their babies to sleep on their backs.

Fewer still are using firm mattresses in cribs. As a result,

the commission is spearheading a new initiative to teach parents how to prevent Sudden Infant Death Syndrome.

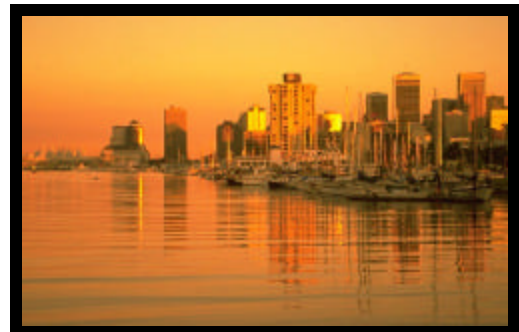
The WIC Works Resource System has a link to the SIDS: "Back to Sleep" Campaign. Check it out under the Learning Center and look under Participant Referrals and Program Coordination.

Coming Events

Don't miss the WIC Works Resource System presentation, "*Reaching Internet Gold with the WIC Works Resource System*" at the NAWD Nutrition and Breastfeeding Meeting in Salt Lake.

The session will be held Thursday, September 7th from 4-5 pm.

Also, be sure to look for other sessions presented by the USDA Food and Nutrition Service (FNS) throughout the meeting.



Salt Lake City, site of the National Association of WIC Directors Annual Nutrition and Breastfeeding